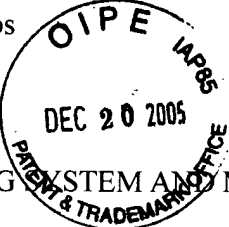


**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	George Bradley Hobbs	Examiner:	Jean D. Janvier
Serial No.:	09/734,290	Art Unit:	3622
Filed:	December 11, 2000	Docket No.:	10003973-1
Title:	PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING		



**DECLARATION OF PRIOR INVENTION UNDER 37 C.F.R. § 1.131**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir/Madam:

This Declaration is submitted to establish prior invention of the subject matter of the present patent application in the United States. The person making this Declaration is the inventor George Bradley Hobbs.

Accompanying this Declaration are Exhibits A through D to establish conception of the subject matter of the present patent application prior to the earliest effective date of November 30, 2000 of the Dutta U.S. Patent No. 6,891,635 coupled with due diligence from prior to the earliest effective date of the Dutta patent up to the filing date of the present patent application (i.e., constructive reduction to practice).

Exhibit A (3 pages) includes a copy of HP Invention Disclosure No. 10003973 submitted by the inventor George Bradley Hobbs and received by the HP Legal Department prior to the earliest effective date of the Dutta U.S. Patent No. 6,891,635. This invention disclosure describes subject matter of the present patent application.

Exhibit B (1 page) includes a copy of a letter from patent attorney Steven E. Dicke of Dicke, Billig & Czaja to HP Managing Attorney Steven R. Ormiston dated October 31, 2000, a date prior to the earliest effective date of November 30, 2000 of the Dutta U.S. Patent No. 6,891,635. This Letter was accompanied by a draft of the U.S. Patent Application prepared for HP Invention Disclosure No. 10003973-1 (i.e., the present patent application) as reviewed and approved for filing by the inventor.

Exhibit C (2 pages) includes an invoice dated November 1, 2000 from Dicke, Billig & Czaja to Hewlett-Packard Company for the preparation of the patent application based on HP Invention Disclosure No. 10003973-1 (i.e., the present patent application). Preparation of the

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**Declaration under 37 C.F.R. § 1.131**

Applicant: George Bradley Hobbs

Serial No.: 09/734,290

Filed: December 11, 2000

Docket No.: 10003973-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING

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application occurred at least prior to the earliest effective date of November 30, 2000 of the Dutta U.S. Patent No. 6,891,635.

Exhibit D (1 page) includes a copy of a note by HP Attorney William H. MacAllister dated December 5, 2000 noting that the patent application prepared for HP Invention Disclosure No. 10003973-1 (i.e., the present patent application) was "Approved for Filing" and that he had "called S. Dicke w/ approval." The patent application was subsequently filed on December 11, 2000.

From these exhibits, it can be seen that the subject matter of the present patent application was conceived in the United States prior to the earliest effective date of November 30, 2000 of the Dutta U.S. Patent No. 6,891,635 coupled with due diligence from prior to the earliest effective date of the Dutta patent up to the filing date of the present patent application (i.e., constructive reduction to practice).

As a person signing below, I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name: George Bradley Hobbs Date: 12/14/05  
George Bradley Hobbs



# EXHIBIT A

INVENTION DISCLOSURE		PAGE ONE OF	
HP	PDNO 10003973	DATE RCVD	ATTORNEY URS
<small>Instructions: The information contained in this document is COMPANY CONFIDENTIAL and may not be disclosed to others without prior authorization. Submit this disclosure to the HP Legal Department as soon as possible. No patent protection is possible until a patent application is authorized, prepared, and submitted to the Government.</small>			
Descriptive Title of Invention: <b>Advertising Subsidized or profit on Job Ticket or</b>			
Name of Project: <b>Service Tickets</b>			
Product Name or Number: <b>DJWI Production</b>			
Was a description of the invention published, or are you planning to publish? If so, the date(s) and publication(s):			
Was a product including the invention announced, offered for sale, sold, or is such activity proposed? If so, the date(s) and location(s):			
Was the invention disclosed to anyone outside of HP, or will such disclosure occur? If so, the date(s) and name(s):			
<small>If any of the above situations will occur within 3 months, call your IP attorney or the Legal Department now at 1-898-4919 or 970-898-4919.</small>			
Was the invention described in a lab book or other record? If so, please identify (lab book #, etc.):			
Was the invention built or tested? If so, the date:			
Was this invention made under a government contract? If so, the agency and contract number:			
Description of Invention: Please preserve all records of the invention and attach additional pages for the following. Each additional page should be signed and dated by the inventor(s) and witness(es). A. Description of the construction and operation of the invention (include appropriate schematic, block, & timing diagrams; drawings; samples; graphs; flowcharts; computer listings; test results; etc.) B. Advantages of the invention over what has been done before. C. Problems solved by the invention. D. Prior solutions and their disadvantages (if available, attach copies of product literature, technical articles, patents, etc.)			
Signature of Inventor(s): Pursuant to my (our) employment agreement, I (we) submit this disclosure on this date: [			
339309	G. Brad Hobbs	Paul Hobbs	396-3971
Employee No.	Name	Signature	Entity & Lab Name
Employee No.	Name	Signature	Entity & Lab Name
Employee No.	Name	Signature	Entity & Lab Name
Employee No.	Name	Signature	Entity & Lab Name

# EXHIBIT A

Description of Invention: Please preserve all records of the invention and attach additional pages for the following. Each additional page should be signed and dated by the inventor(s) and witness(es).

A. Description of the construction and operation of the invention (include appropriate schematic, block, & timing diagrams; drawings; samples; graphs; flowcharts; computer listings; test results; etc.)

As a part of a job or service ticket a provider could allow for advertising. This could be human selected or more important by attribute. For example, if a print shop wanted to allow a mailing or distribution service to advertise on their job ticket for printing they

B. Advantages of the invention over what has been done before.

Could receive revenue or compensation by directing business to a complementary businesses. Also, Leads for direct mail could be generated & sold by analyzing the content of a print job, who submitted it, & who it is distributed to.

C. Problems solved by the invention.






Advantages are ① for the provider in revenue & broader services.

- ② For the customer who desires more information in an area of interest
- ③ For the business advertising finding desired targets or small targets.

D. Prior solutions and their disadvantages (if available, attach copies of product literature, technical articles, patents, etc.).

- ④ Autodiscovery could alert complementary business relationships by searching content for key attributes / words.

# EXHIBIT A

INVENTION DISCLOSURE		COMPANY CONFIDENTIAL	PAGE ____ OF ____
<b>Signature of Witness(es):</b> <small>(Please try to obtain the signature of the person(s) to whom invention was first disclosed.)</small> <b>The invention was first explained to, and understood by, me (us) of this date:</b>			
Full Name	Signature	Full Name	Signature
W.K. MELOK 			
<b>Inventor &amp; Home Address Information:</b> <small>(If more than four inventors, include addl. information on a copy of this form &amp; attach to this document)</small>			
Inventor's Full Name			
George Bradley Hobbs			
Street			
			
City		State Zip	
Boise, ID		83703	
Do you have a Residential P.O. Address? P.O. BOX		City State Zip	
Greeted as (nickname, middle name, etc.)		Citizenship	
Inventor's Full Name			
Street			
City State Zip			
Do you have a Residential P.O. Address? P.O. BOX		City State Zip	
Greeted as (nickname, middle name, etc.)		Citizenship	
Inventor's Full Name			
Street			
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Do you have a Residential P.O. Address? P.O. BOX		City State Zip	
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Inventor's Full Name			
Street			
City State Zip			
Do you have a Residential P.O. Address? P.O. BOX		City State Zip	
Greeted as (nickname, middle name, etc.)		Citizenship	



# DICKE, BILLIG & CZAJA, P.A.

Patent • Trademark • Copyright  
ATTORNEYS

EXHIBIT B

Suite 1250 • 701 Building • 701 Fourth Avenue South • Minneapolis, Minnesota 55415  
Telephone: (612) 573-2000 Facsimile: (612) 573-2005

Steven E. Dicke  
Direct Dial: (612) 573-2002

October 31, 2000

Steven R. Ormiston, Esq.  
HEWLETT-PACKARD COMPANY  
Legal Department  
11307 Chinden Boulevard, M/S 314  
Building #7  
Boise, ID 83714

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H. P. BOISE LEGAL *via Federal Express*  
822473217820

RE: U.S. Patent Application  
PRINT PROCESSING SYSTEM AND METHOD WITH  
INTERFACE ADVERTISING  
HP File No.: 10003973-1  
DBC File No.: H302.125.101

U.S. Patent Application  
PRINT PROCESSING SYSTEM AND METHOD WITH  
PRINT JOB ADVERTISING  
HP File No.: 10003974-1  
DBC File No.: H302.128.101

Enclosed for your review are the above-identified patent applications. These applications have been approved by the inventors. After I hear from you, I will proceed with obtaining inventor signatures and filing these applications with the USPTO.

If you have any questions regarding this matter, please contact me at (612) 573-2002.

Regards,

DICKE, BILLIG & CZAJA, P.A.

*Steven E. Dicke*

Steven E. Dicke

SED:SAL:jac  
Enclosures

# DICKE, BILLIG & CZAJA, P.A.

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Patent • Trademark • Copyright  
ATTORNEYS

Suite 1250 • 701 Building • 701 Fourth Avenue South • Minneapolis, Minnesota 55415  
Telephone: (612) 573-2000 Facsimile: (612) 573-2005

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H. P. BOISE LEGAL

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Page: 1  
11/01/00

Hewlett-Packard Company  
Financial Administrator  
Legal Department, Finance Section  
P.O. Box 10301  
Palo Alto CA 94303-0890  
U.S.A.

HP LEGAL FINANCE account No: 302-125101M  
Statement No: 6473

LRS/SR.

Attn: Lane Simmons

ADVERTISING SUBSIDIZED OR PROFIT ON JOB TICKET...  
Stephen R. Ormiston, Esq.  
HP Docket No.: 10003973-1

EXHIBIT C

## Fees

Analyze invention disclosure; Discussion with  
inventors.

Preparing for and in inventor conference

Discussion of invention disclosure with B.  
Robbs at HP - Boise.

Preparing for and in inventor conference

Drafting claims for patent application

Drafting claims and preparing specification  
for patent application

Drafting claims for patent application;  
Preparing drawings and specification for  
patent application

Preparing specification for patent  
application

Preparing specification for patent  
application

Preparing specification for patent  
application

Preparing specification for patent  
application

Preparing specification for patent  
application

Preparing specification for patent  
application

Discussions with S. Lund; Review patent  
application draft.

Hewlett-Packard Company

Page: 2  
11/01/00

Account No: 302-125101M  
Statement No: 6473

ADVERTISING SUBSIDIZED OR PROFIT ON JOB TICKET...  
Stephen R. Ormiston, Esq.  
HP Docket No.: 10003973-1

EXHIBIT C

preparing specification for patent  
application  
Review patent application and filing papers;  
in filing same at U.S. Patent Office.

For Current Services Rendered

Expenses

Long Distance Phone Charges  
Long Distance Phone Charges  
Patent Request  
Postage (First class mail, Express Mail, Federal  
Express, etc.)  
Photocopy Charges

Total Expenses

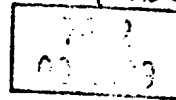
Advances

Travel Expenses - plane fare to Boise, ID

Total Advances

Total Current Work

Balance Due



W. H. Ormiston  
12/08/00

11/13/00

165939  
19

**\*\*TERMS: NET 30 DAYS FROM DATE OF INVOICE**

Payments received after the first of the month will reflect  
on next month's statement. For questions regarding your  
account, please call Tammy at (612) 573-0079.





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